

# Advertising AI

SALARY COMMENSURATE WITH EXPERIENCE

## MEET LA GENERALISTA

How hiring specialists is hurting your bottom-line - and why one woman can help

By ALYA FORTUNADA

It's tempting to hire a person who excels at one thing - but is it cost effective?

Meet La Generalista, aka Alicia Wanless, who combines multiple skill sets in one stellar candidate. Hiring her is like gaining three specialist candidates in one - she's a content creator, stages events everyone wants to attend, and knows how to get the media talking about it. See how she can help you.

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Thomas Lee

## Mass Manipulation in Marketing: Who Needs it?

By RUTH BERKOLAIKO

She knew it wouldn't be easy. Every job posting seemed to call for more of the same: a specialist who had done one thing for ten years, preferably with an MBA. While Alicia Wanless had a decade of experience, her background was diverse.

She was a generalist.

It didn't matter that Wanless cut her teeth on event planning at Canada's Walk of Fame or coordinated a G8 Foreign Ministers' Meeting. No one seemed to care that she had netted over 200 media stories on the War of 1812 bicentennial promoting eastern Ontario across the world with coverage in Deutsche Welle and New York Times Magazine. Forget the fact Wanless has been working with media since 2005, including as an industry analyst, a Senator's spokesperson and a content contributor. And who could make use of grant writing skills that generated \$300K in just two years?

This is to say nothing of the problem-solving skills she honed whilst managing a million dollar project for the Nigerian Police Force.

Wanless' resume was schizophrenic. Sure, she was skilled in many things, but employers want candidates who can do just one job really well. Generalists offer abundant diversity, and the human brain can't cope with too much choice.

"It began with the Russian degree," Wanless muses. "I focused on things leaders use to control the masses, language engineering and nationalism. A lot of specialists can't see how this sort of mass manipulation can apply to marketing."

Finding few career options for propagandists after graduating in 2003, Wanless fell into a series of interesting opportunities. She saw every gig as a chance to learn new skills. From Adobe Creative Suite to social media, Wanless became a full-service creative shop herself.

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## Time Travel Lures Tourists to Sleepy Corner of Canada

By SIMONIDA BERK

Cultural and Heritage Tourism are big business. Organisations from the OECD to the Canadian Travel Commission have all identified this market segment as having considerable growth potential. So why aren't marketing campaigns popping up to speak to this type of traveller?

"Part of the problem might be that marketers perceive history as unsexy," explains Alicia Wanless, Creative Director at Crowder House Inc.

Yet the OECD notes that Cultural Tourism is "one of the largest, fastest-growing global tourism markets," accounting for "nearly 360 million international tourism trips or 40% of global tourism" in 2007.

"A more targeted approach to Heritage Tourism has proven to work", says Wanless. She would know. Her niche marketing company confirmed this with a campaign entitled A Guide to Time Travel.

From 2011-2013 Crowder House Inc. managed the marketing program for the St. Lawrence War of 1812 Bicentennial Alliance. Focusing outreach efforts on commemorative events, the campaign promoted 6 major events (as well as dozens of smaller ones) and

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# The Making of a Generalist

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# Collecting Skills is a Hobby

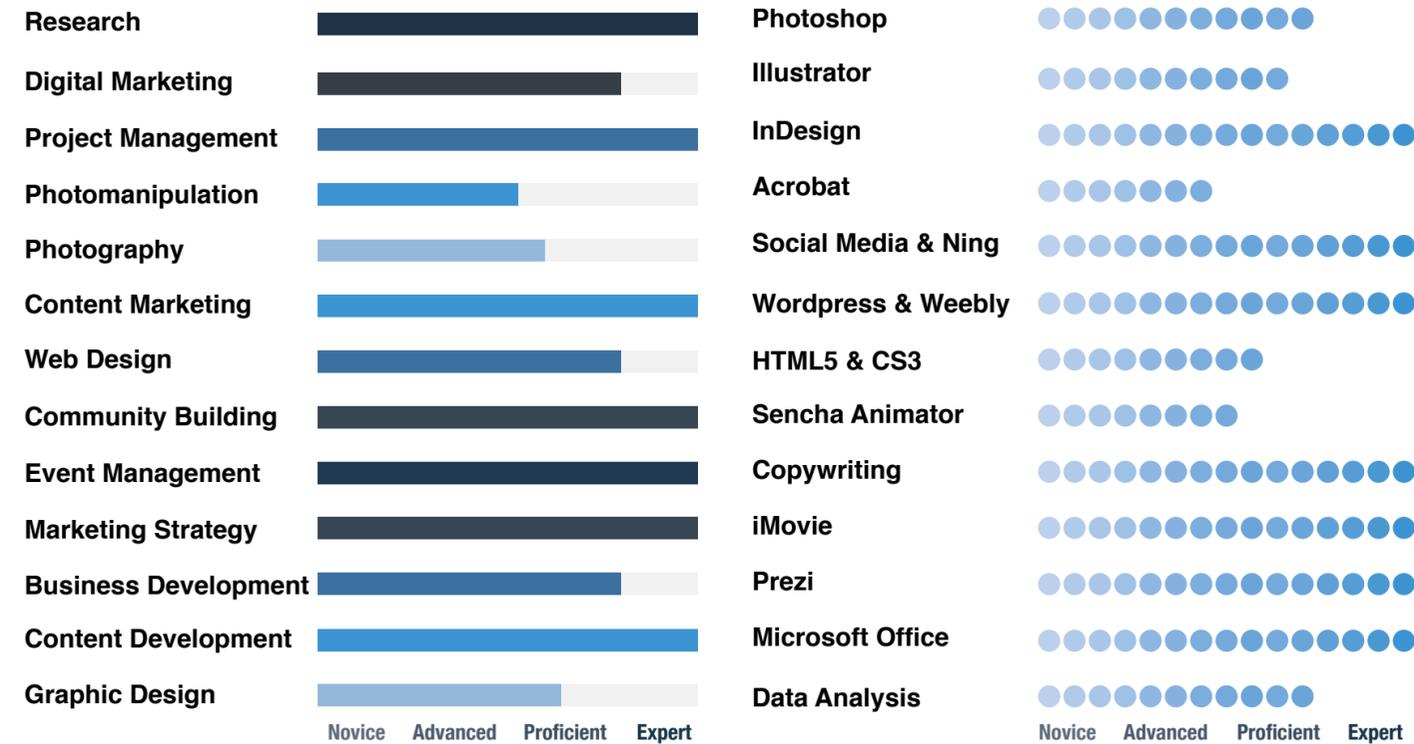
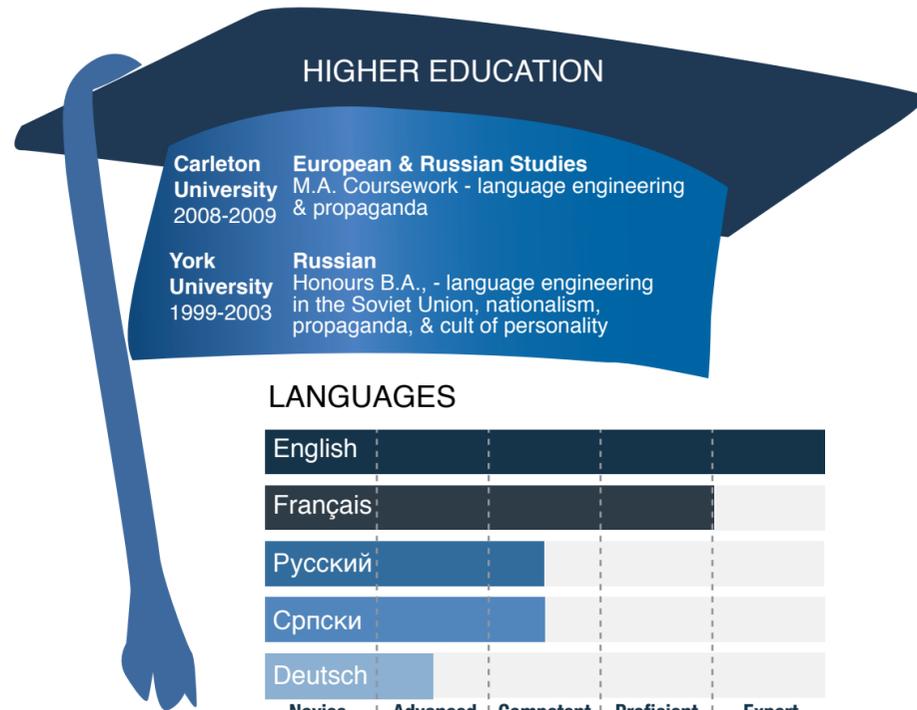
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Alicia Wanless offers clients an holistic approach to marketing.

In a digital age, marketing has become more about community building and less about copywriting. Witty content needs to be created and shared quickly. Being able to create well written and creative multi-media content gives generalists like Wanless a competitive edge - that is also cost effective for you.

Employing Wanless in a content marketing role (be it in strategy or implementation) that is front facing to community and media, will satisfy you both.

## MEDIA RELATIONS



# What Are People Saying About Alicia?

By OTHERS as posted to [ca.linkedin.com/in/aliciawanless/](http://ca.linkedin.com/in/aliciawanless/)

“Alicia is a very bright, innovative and creative marketer. She has been proven to work with minimal budgets to deliver maximum impact through smart media relations, PR and online marketing. I would highly recommend her for her energy, enthusiasm and attention to detail in both planning and execution.”

**JULIE FOSSITT**, Marketing Manager, City of Kingston Cultural Services

“Alicia is a very clever lady, who takes a lot of time to find out how to help clients and delivers this assistance with clarity. She is spectacular at developing long term relationships with clients, who have a tremendous amount of respect for her. She also is excellent at creating unique strategies to further her business, and thinks “out of the box”. She is detail oriented, and extremely organized.”

**JESSICA SUGAR**, Account Director HomeStars

“Alicia is an immensely talented marketing professional who has the creative and strategic ability to develop and implement marketing programs that rise to the top in a crowded space. As Manager of the St. Lawrence War of 1812 Bicentennial Alliance, Alicia also displayed an astonishing ability to effectively create, coordinate and integrate a variety of social media platforms which -- in addition to achieving the desired marketing performance goals -- provided the Ontario 1812 organization with the added and much valued benefit of being able to maintain an inexpensive but high quality marketing presence.”

**BLAIR HARRIS**, Tourism Industry Advisor at Ontario Ministry of Tourism, Culture and Sport

“I can totally recommend Alicia. She is an intelligent, thoughtful and contemplative person to deal with. She was extremely organised whilst working on the G8/G20; nothing was too much trouble and she was fully on top of her portfolio. I had also seen her in action whilst at the Senate. She has a great deal of analytical knowledge of various parts of the globe including Nigeria and Russia. I am looking forward to continuing working with her.”

**ASHLEY PRIME**, British Deputy Consul General, British Consulate General Toronto

“I’ve always enjoyed working with Alicia as she brings an energy and commitment to her job that is rarely seen. Alicia is very customer focused and works hard in meeting the needs of her clients and was very responsive whenever I needed support and/or information. She would be a definite asset in any Company.”

**BRAD HAINES**, Vice President, Converse

“Alicia is a rarity – she couples a first-class mind with equally impressive writing skills. I would trust her implicitly with any project.”

**MEREDITH MCDONALD**, Amplify Link

“Alicia is thoughtful, strategic, and hard working. I strongly recommend her to those considering engaging her. Her skills and knowledge are very impressive.”

**STEWART KIFF**, President Solstice Public Affairs

“Alicia is an individual of tremendous ability and dedication. She devotes her whole energy to her work, the quality of which is exceptional. Alicia is an asset to any company or group with which she works.”

**ROY REMPEL**, Policy Advisor, Office of the Prime Minister



# Time Travel Lures Tourists to Sleepy Corner of Canada

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ultimately evolved into A Guide to Time Travel.

With 5 significant events falling between June 14 and July 14, 2013, the campaign reach expanded across Canada, into the U.S. and U.K. Launching in January 2013, the campaign and subsequent guide highlighted the main events, while also promoting historic sites, hotels and restaurants, offering opportunities to travel back in time.

The campaign targeted niche markets, such as History Travellers, Jane Austen fans, re-enactors and retired military.

Funding for the 2013 campaign came initially from three major events held that year (TALL SHIPS® 1812 Tour Brockville, Spencerville Heritage Fair and the Battle of Chrysler's Farm).

Wanless then doubled cash resources through various grant programs. The total budget came to \$109,759 plus an additional \$156K in kind.

The result was 54K+ visitors to the region in 2013 for the three main events alone, up from 32K the year before. The total visitor spending over two years was \$10.7 million, not counting the increased revenues enjoyed at the many historic sites. This visitor spending accounted for 1% of the total annual visitor spending to The Great Waterway tourism region.

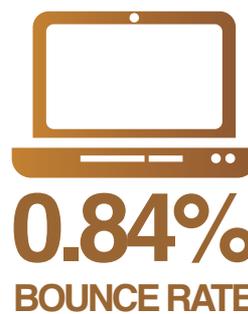
Content was key to the Time Travel campaign. Through Wanless' efforts over 200 media impressions were made, including coverage in

Deutsche Welle, New York Times Magazine and on CTV and CBC.

Web traffic soared as a result of the campaign. The official website for the St Lawrence War of 1812 Bicentennial Alliance (which doubled as an online community powered through Ning) enjoyed a 198% increase.

During the campaign, the online Guide to Time Travel posted a bounce rate of just 0.84%. Nearly two months after the campaign ended, the bounce rate remains at an impressive low of 2.88%, supporting the success of the overall concept.

History does attract tourism - if it engages.



# A Dream Job: An Exercise in Target Marketing

By ALICIA WANLESS

In today's economic climate, the idea of a dream job seems out of reach. Job seekers apply to whatever available job listings, often blindly, attempting to tailor their experience to what the listing asks. When asked what they'd really like to do, many applicants are at a loss - they want a job; are they really in a position to professionally fantasize?

Set the panic of finding a job aside. The exercise of thinking about what sort of position you would most like, can help better target a job search.

For example, I do best in an entrepreneurial environment, where creativity is prized and the application of a variety of skills is welcomed. The tech world is my comfort zone.

Don't let my introversion fool you, I enjoy building communities, both on- and offline. Whilst playing the wallflower, chances are I organised the event that brought everyone to the party. Convincing people to get on the bandwagon is exciting.

Beware, I am not a salesperson. Asking people to part with money is not my strength - getting them engaged in a product or community is. If you want brand ambassadors, I am your

woman. Sales will increase as a result of my work, but perhaps not directly or immediately.

Working with media is a particularly beloved challenge. Pitching and writing stories entertains me. I prefer to create the trend, rather than follow it.

Social Media is a channel for engagement, not a form of marketing. Using these tools has become a part of communication for me, and would definitely be encouraged at my dream job. Creating new media content to broadcast via social media is icing on the proverbial cake.

Without problems to fix, what is there to do? Challenges are like puzzles, fun exercises for the brain. Whether it's managing a budget, finding grant funding, or sourcing international suppliers - I like identifying solutions. This is why entrepreneurial environments are so enticing.

As the world is my playground, an ideal job would be international in scope with a healthy level of travel. With a background in foreign affairs and international projects, I am eager to put my global experience to work.

You are nothing without a network. Having worked in several industries, both in public and private sectors, I am plugged in. Connecting the

dots and bringing people together is my forte. A great job not only levers my network, but also encourages expansion of it.

Project management is fun. Being task-oriented, I work best with deadlines and tangible goals. Juggling is second nature. As a systemic thinker, I readily see the bigger picture and understand how all the moving parts contribute to it.

Whatever I do, it must be based on research, analysis and strategy. While every endeavour has its risks, a sound plan mitigates uncertainty and increases the chances of success. It isn't just a matter of why are we here, but why do we work?

## CHALLENGE WANTED

Are you a fresh, new brand building an international following? Do you offer an exciting start-up environment with creative flexibility and incentive for proven growth? Do you invest in marketing programs to foster brand ambassadors? Do you aim to dominate the market through hip content and campaigns? If you fit this description, boy, do I have a Chief Communications Officer for you!